



General Plan Update Phase III Outreach Strategy

PURPOSE

Continue to engage the community in the Envision San Jose 2040 General Plan (Plan) process to build support for the adoption of the Plan in June 2011, and to foster ongoing community interest and participation to help implement the adopted Plan.

GOALS

- Engage at least one percent of San Jose's population (10,000+ individuals) through multi-faceted outreach efforts
- Target outreach efforts to reflect the age and ethnic diversity of San Jose's residents
- Engage a broad range of stakeholders, individual residents as well as business or property owners
- Provide a platform and supportive resources for community engagement in future planning efforts to implement the adopted Plan

OUTREACH PROGRAM

Fall 2010 - Winter 2010:

- Present the draft Plan to key stakeholder groups such as, but not limited to, neighborhood associations; major San Jose employers; civic, cultural, religious, and ethnic organizations; media; educational institutions; regional agencies; Santa Clara county and other cities; city commissions and others
- Identify members within stakeholder groups to be ambassadors to promote the Plan
- Work with private property owners to respond to requests to consider alternative land use designations in the draft Plan

Fall 2010 - Spring 2011:

- Provide continuing forum for public participation at ongoing Task Force Meetings
- Initiate a Second "Great Cities Speaker Series" to allow community discussions on key planning principles

Spring 2011:

- Present the draft Plan at a series of community meetings citywide. Identify focus groups within these communities to promote the Plan and participate in developing future strategies to implement the Plan

RESOURCES

- Envision Website (www.EnvisionSJ2040.org): Continue to update information on the Plan process including Task Force meeting materials; draft Plan policies and Land Use/Transportation Diagram; environmental review; background information and community participation
- Online Engagement Strategies: Provide opportunity for online public comment on draft Plan
- Neighborhood-Specific Outreach: Develop template for target geographic areas that include excerpts of Land Use/Transportation Diagram and Job and Housing Growth
- Brochures and presentations: Prepare outreach materials on topics such as 'What is a Village?'; planned growth areas; city design concepts and environmental issues
- Presentations: Prepare PowerPoint slide shows with audio narration
- Envision's Facebook page: Continue to update Facebook page and provide additional opportunities for public input and discussion
- Civic Center Television: Schedule audio visual presentation on the Plan